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Kobayashi et al.(10) **Pub. No.: US 2006/0098148 A1**(43) **Pub. Date: May 11, 2006**(54) **LIQUID CRYSTAL DISPLAY DEVICE****Publication Classification**(76) Inventors: **Setsuo Kobayashi**, Mobara (JP);
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ARLINGTON, VA 22209-3873 (US)(57) **ABSTRACT**(21) Appl. No.: **11/318,579**(22) Filed: **Dec. 28, 2005****Related U.S. Application Data**

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A liquid crystal display device includes a first substrate and a second substrate which are arranged to face each other in an opposed manner by way of a liquid crystal, first electrodes which are formed in a pixel region of a liquid-crystal-side surface of a liquid crystal display part of the first substrate, and second electrodes which are formed in a pixel region of a liquid-crystal-side surface of a liquid crystal display part of the second substrate. The liquid crystal display device further includes an arrangement which, with respect to a voltage applied between the first electrodes and the second electrodes formed per one or a plurality of frames, sequentially applies the voltage which is equal to or less than 20% of the maximum voltage between the first and second electrodes of respective pixel regions.

